Minimize *effort* …Maximize *e-rate*

Setting the Scene:
The National Broadband Picture & ALA Broadband Activities

Bob Bocher
Technology Consultant

WISCONSIN DEPARTMENT OF
PUBLIC INSTRUCTION

"Broadband has gone from being a luxury to a necessity for full participation in our economy and society."
– Federal Communications Commission (FCC)

Organized by the Arizona State Library Archives and Public Records
With generous funding and support from the

BILL & MELINDA
GATES *foundation*

The U.S. Broadband Scene

▶ U.S. one of few developed nations that had no broadband plan

　◦ But one mandated in ARRA (Feb. 2009)

▶ 66% of households* have broadband, but U.S. position erodes

▶ Availability highly dependent on:

　◦ Industry: Cable/telecom provider decisions

　　• Address broadband access via marketplace
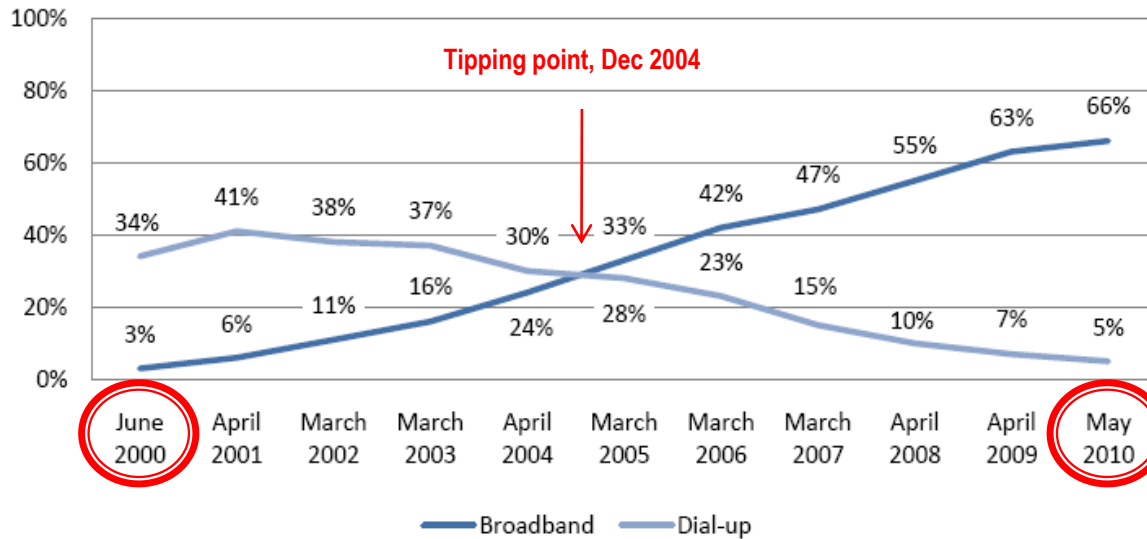
　◦ Consumers: Income, education, geography

> We need a broadband strategy like every other industrialized nation.
> —FCC Commissioner Michael Copps (2005)

* See Pew Report, http://www.pewinternet.org/Reports/2010/Home-Broadband-2010.aspx

Broadband and Dial-up Adoption, 2000-1010

% of American adults who access the internet via dial-up or broadband, over time.

Tipping point, Dec 2004

Broadband values: 3%, 6%, 11%, 16%, 24%, 28%, 42%, 47%, 55%, 63%, 66%

Dial-up values: 34%, 41%, 38%, 37%, 30%, 33%, 23%, 15%, 10%, 7%, 5%

X-axis: June 2000, April 2001, March 2002, March 2003, April 2004, March 2005, March 2006, March 2007, April 2008, April 2009, May 2010
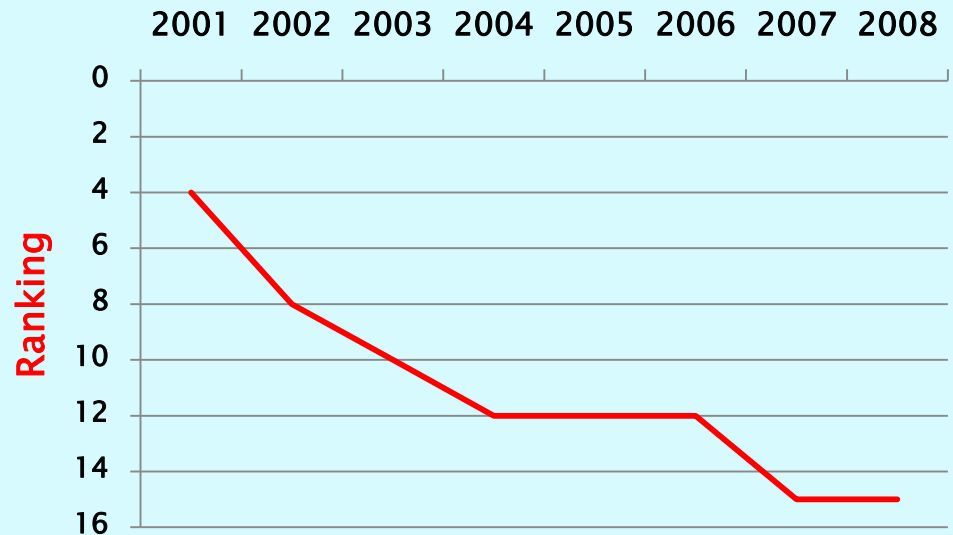
Legend: Broadband — Dial-up

Source: Pew Internet & American Life Project surveys.

Every year brings more bad news as the U.S. slides farther down the broadband rankings. It's a national embarrassment.
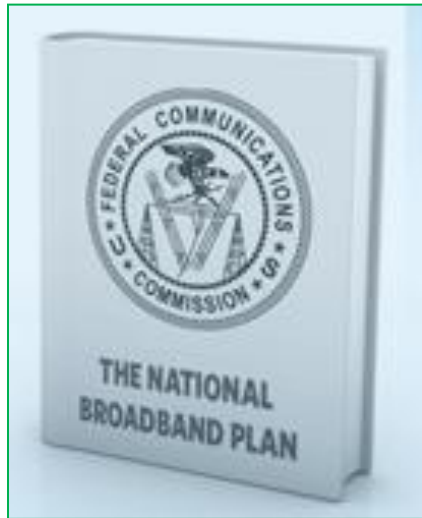—FCC Commissioner Michael Copps

When measured on a broader "digital opportunity" index (considers price, speed) we are 17th –just ahead of Slovenia. --Measuring the Information Society, ITU, 2011 (www.itu.int/ITU-D/ict/publications/idi/2011/)

U.S. Broadband Rank, OECD Countries

X-axis: 2001 2002 2003 2004 2005 2006 2007 2008

Y-axis: Ranking (0, 2, 4, 6, 8, 10, 12, 14, 16)

National Broadband Plan: March 2010
(www.broadband.gov)

Key goals:

1: Every American should have affordable access to robust broadband and at least 100 million homes have at least 100Mbps.

2: Community anchor institutions (includes libraries) should have affordable access to at least 1Gbps.

FCC will initiate over 60 actions to implement the NBP goals. Attaining goals highly dependent on Universal Service Fund (USF) reform.

Universal Service Fund (USF) Reforms

➤ *E-rate:* FCC Order, Sept. 2010

- ■ "Give schools and libraries more flexibility to purchase lowest-cost broadband."

- ■ Made fiber from any entity E-rate eligible

➤ *Connect America Fund*: FCC Order, Nov. 2011

- ■ "To accelerate broadband build-out to millions of Americans living in rural areas."

- ■ Transition current $4.5 billion High Cost Fund to subsidize build-out of rural broadband by providers

Libraries and Bandwidth

▶ Changing Web 2.0 landscape

◦ More interactive, multi-media intensive

▶ Libraries as Internet access providers

– 51% of AZ libraries offer the only "free" Internet access in their communities

– 91% of AZ libraries offer wireless access

▶ Hosted services (i.e., cloud computing)

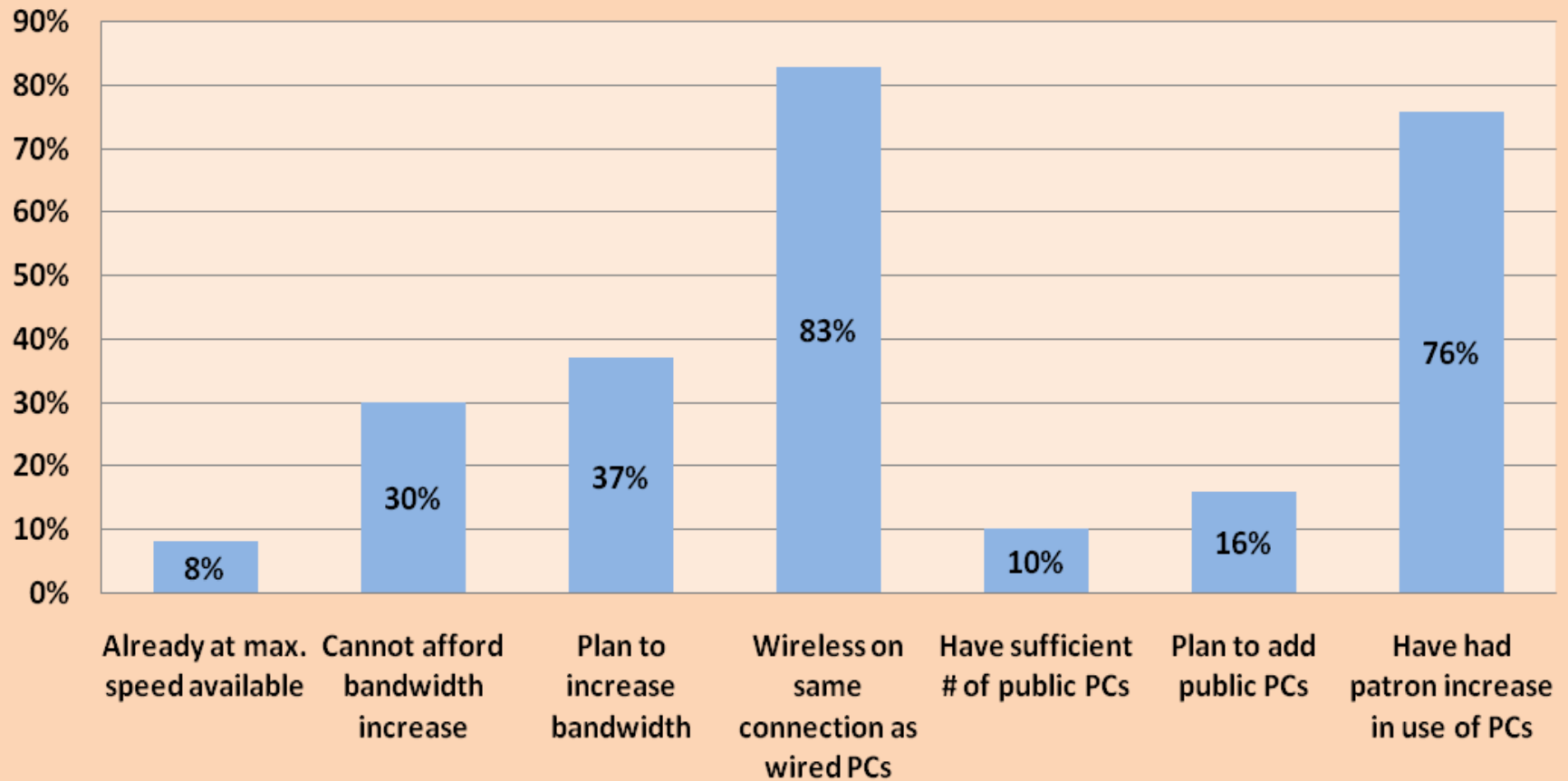◦ Libraries have shared ILS

◦ Periodical and reference databases

The problem is not Internet access but having *sufficient access* as the demands of the medium and patrons grow rapidly.

"Our bandwidth is 1.5Mbps but at 2pm so many people were on the Internet it was slower than dial-up."

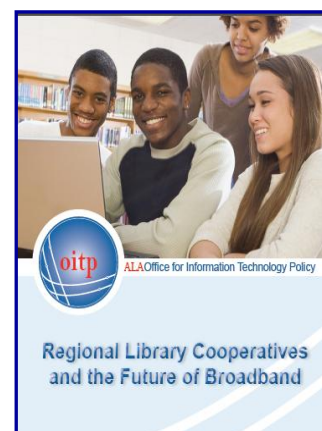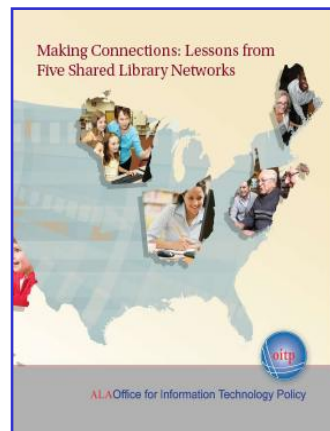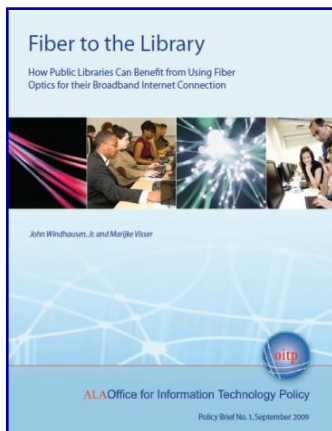ALA *Library Connectivity Report* (2007)

AZ Public Library Statistics*

AZ Public Library Technology Review

Broadband and ALA Activities*

- Lobby and advocate for E-rate and USF programs
  - File comments with FCC; visit FCC, Congress, etc.
- Educate libraries on importance of broadband
  - E-rate TF, conference programs, publications, etc.

* See ALA Office for Information Technology Policy (OITP) website: http://www.ala.org/oitp

What Is Sufficient Broadband?

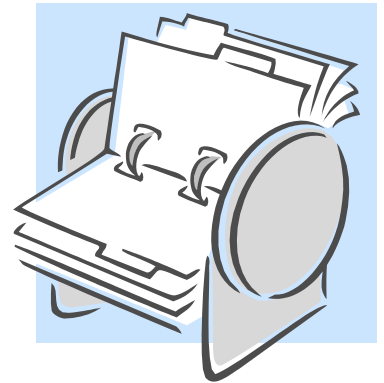A: "As much as you can afford."

A: "More than we have."

A: "It's determined by the number of irritated patrons."

A: "When you click, it happens."

Questions?

Bocher, Robert   robert.bocher@dpi.wi.gov

AZ E-rate State Coordinator
Mala Muralidharan mala@lib.az.us/

Thank You!